

ORDER



Orders	Order / Rev:	682789
	Alt Order #:	06139146
	Product Desc:	KAINE FOR SENATE
	Estimate:	
	Flight Dates:	10/08/12 - 10/14/12
	Original Date / Rev:	05/10/12 / 05/10/12
	Order Type:	Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency	Name:	<u>Media Strategies & Research/ POL</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		11350 Randon Hills Road, Suite 670
		Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Kaine,T/D/Sen/VA
	Demographic:	A35+
	Product Codes:	PL-US Senate
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/14/12	48	\$82,025.00	\$69,721.25	October 2012	48	\$82,025.00	\$69,721.25	0.00
					Totals	48	\$82,025.00	\$69,721.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Aaron Ashe Start Of Order - End Of Order 100%

Order Share	Share	Total
WUSA	23%	\$82,025.00
Market	100%	\$356,630.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,566.30
WDCA	1%	\$3,566.30
WJLA	19%	\$67,759.78
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$124,820.65
WTTG	21%	\$74,892.39
WWPX	0%	\$0.00

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Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE
 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	10/08/12	10/12/12	CBS This Morning CBS This Morning	CM	7-9a	M---F--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M---F--		2				\$300.00		0.00			
E 4	WUSA	10/09/12	10/11/12	Price Is Right The Price is Right	CM	11a-12p	-T-T---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2				\$375.00		0.00			
E 5	WUSA	10/08/12	10/10/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-W----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-W----		2				\$300.00		0.00			
E 6	WUSA	10/12/12	10/12/12	DT Soaps	CM	9A-3P (12:30 PM-3:00 PM)	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$400.00		0.00			
E 7	WUSA	10/11/12	10/11/12	3-4p The Doctors	CM	3-4p	---T---	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$225.00		0.00			
E 8	WUSA	10/10/12	10/12/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	2	\$325.00	P-3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		2				\$325.00		0.00			
E 9	WUSA	10/08/12	10/12/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$700.00		0.00			
E 10	WUSA	10/08/12	10/12/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$900.00		0.00			
E 11	WUSA	10/08/12	10/12/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$800.00		0.00			
E 12	WUSA	10/13/12	10/13/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$350.00		0.00			
E 13	WUSA	10/14/12	10/14/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$400.00		0.00			
E 14	WUSA	10/08/12	10/08/12	Entertainment Tonight	CM	730-8P	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$800.00		0.00			
E 15	WUSA	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$14,000.00		0.00			
E 16	WUSA	10/10/12	10/10/12	Wed Prime C CSI: Crime Scene Investigation(10:00 PM-11:00 PM)	CM	10-11P	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$7,000.00		0.00			
E 17	WUSA	10/11/12	10/11/12	Thu Prime A The Big Bang Theory/Rules of E	CM	8-9P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$10,000.00		0.00			

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Advertiser: Kaine,T/D/Sen/VA
 Product Desc: KAINE FOR SENATE WUSA
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	10/11/12	10/11/12	Thu Prime A The Big Bang Theory/Rules of E	CM	8-9P	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 ---T--- 1 \$10,000.00 0.00															
E 18	WUSA	10/12/12	10/12/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 ----F-- 1 \$6,000.00 0.00															
E 19	WUSA	10/14/12	10/14/12	Sun Prime D CSI Miami	CM	10-11P (10:00 PM-11:00 PM)	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$7,000.00 0.00															
E 20	WUSA	10/08/12	10/12/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 MTWTF-- 5 \$2,500.00 0.00															
E 21	WUSA	10/13/12	10/13/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S- 1 \$2,500.00 0.00															
E 22	WUSA	10/14/12	10/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$2,500.00 0.00															
E 23	WUSA	10/09/12	10/11/12	Letterman Late Night with David Letterman	CM	1135P-1237A	-T-T---	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -T-T--- 2 \$400.00 0.00															

Totals 48 \$82,025.00

REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK :!
 ORDER WORKSHEET HARRIS RPT. FROM REP MAY9/12 17
 *** WUSA-TV

DAY	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN	PRICE	SPT	RATE SPOT	STS
							14/	13/	14/	16/	/WK	18/	STATION CD
													CD SC# 23/
2 M, W	1200N-1230P				30	10/08	10/10				2	\$300.00	
6 FRI	WUSA NOON NEWS				30	10/12	10/12				1	\$400.00	
6 FRI	1230P-300P				30	10/12	10/12				1	\$400.00	
7 THU	SOAPs				30	10/11	10/11				1	\$225.00	
7 THU	300P-400P				30	10/10	10/12				2	\$225.00	
8 W-F	THE DOCTORS				30	10/08	10/12				1	\$225.00	
8 W-F	400P-500P				30	10/08	10/12				2	\$225.00	
8 W-F	DR PHIL				30	10/08	10/12				2	\$225.00	
9 M-F	500P-600P				30	10/08	10/12				1	\$225.00	
9 M-F	WUSA 5P NEWS				30	10/08	10/12				1	\$225.00	
10 M-F	600P-630P				30	10/08	10/12				1	\$225.00	
10 M-F	WUSA 6P NEWS				30	10/08	10/12				1	\$225.00	
11 M-F	700P-730P				30	10/08	10/12				1	\$225.00	
11 M-F	WUSA 7P NEWS				30	10/08	10/12				1	\$225.00	
12 SAT	600P-630P				30	10/13	10/13				1	\$350.00	
12 SAT	SAT 6P NEWS				30	10/13	10/13				1	\$350.00	
13 SUN	630P-700P				30	10/14	10/14				1	\$400.00	
13 SUN	SUN 630P NEWS				30	10/14	10/14				1	\$400.00	
14 MON	730P-800P				30	10/08	10/08				1	\$400.00	
14 MON	ENT TONIGHT				30	10/08	10/08				1	\$400.00	
15 TUE	900P-1000P				30	10/09	10/09				1	14000.00	
15 TUE	NCIS LA				30	10/10	10/10				1	14000.00	
16 WED	1000P-1100P				30	10/10	10/10				1	\$7,000.00	
16 WED	CSI				30	10/10	10/10				1	\$7,000.00	

CREDIT ADVISORY: ! ! !
 ORDER WORKSHEET: AGENCY CREDIT RISK ! ! !
 HARRIS RPT. FROM REP

MAY 9/12 17.30
 * * * WUSA-TV * * *

DAY	BEGIN TIME	END TIME	PTRN	BEGIN LNTH	END DATE	CLS	SEC	PLAN	PRICE	SPT	RATE	STS
						13/	14/	PLAN	16/	/WK	SPOT	CD.
											18/	SC#
											CD	23/
											/LIN	
18 THU	800P-900P	30 10/11 10/11	BIG BANG/DAD					✓		1	10000.00	1
18 FRI	1000P-1100P	30 10/12 10/12	BLUE BLOODS					✓		1	\$6,000.00	1
19 SUN	1000P-1100P	30 10/14 10/14	CSI MIAMI					✓		1	\$7,000.00	1
20 M-F	1100P-1135P	30 10/08 10/12	WUSA 11P NEWS					✓		5	\$2,500.00	5
21 SAT	1100P-1135P	30 10/13 10/13	SAT 11P NEWS					✓		1	\$2,500.00	1
22 SUN	1100P-1135P	30 10/14 10/14	SUN 11P NEWS					✓		1	\$2,500.00	1
23 TU,TH	1135P-1235A	30 10/09 10/11	LETTERMAN					✓		2	\$400.00	2
OCT/12	82025.00										CONTRACT TOTAL	82025.00
											TOTAL SPOTS	48

MARKET TOTALS \$356,630 WUSA 23% WTIG 21% WJLA 19% WRC 35% WDCA 1% WDCW 1% CABL 0%

SVC- NSI
 DEMOS- RA35+*

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

 FEDERAL CANDIDATE **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WUSA-TV

Washington, DC

Date:

5/9/2012

I. Media Strategies and Researchbeing on behalf of: Tim Kaine, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the Primary

election to be held on Tuesday, June 12, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
------------------	-----------------------------------	------	-------	----------------	-----------------

SEE ATTACHED SCHEDULE

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 08, 2012	Sunday, October 14, 2012

Total Gross Charges: \$82,025.00**MSR**

Media Strategies and Research

1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
Denver, Colorado 80203 Fairfax, Virginia 22030
(303) 989-4700 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Warren Thompson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, May 09, 2012

Date



Signature

Accepted

Accepted In Part

Rejected

Signature

Printed Name

Title

MSR

Media Strategies and Research
1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
Denver, Colorado 80203 Fairfax, Virginia 22030
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